

That Really Sucks:

The tell-all story behind the legendary Slurpee, 5

It's Happening: What is really going on in Soledad? 4**TODAY'S WEATHER**High: 64°
Low: 48°

Monday, April 28, 2003

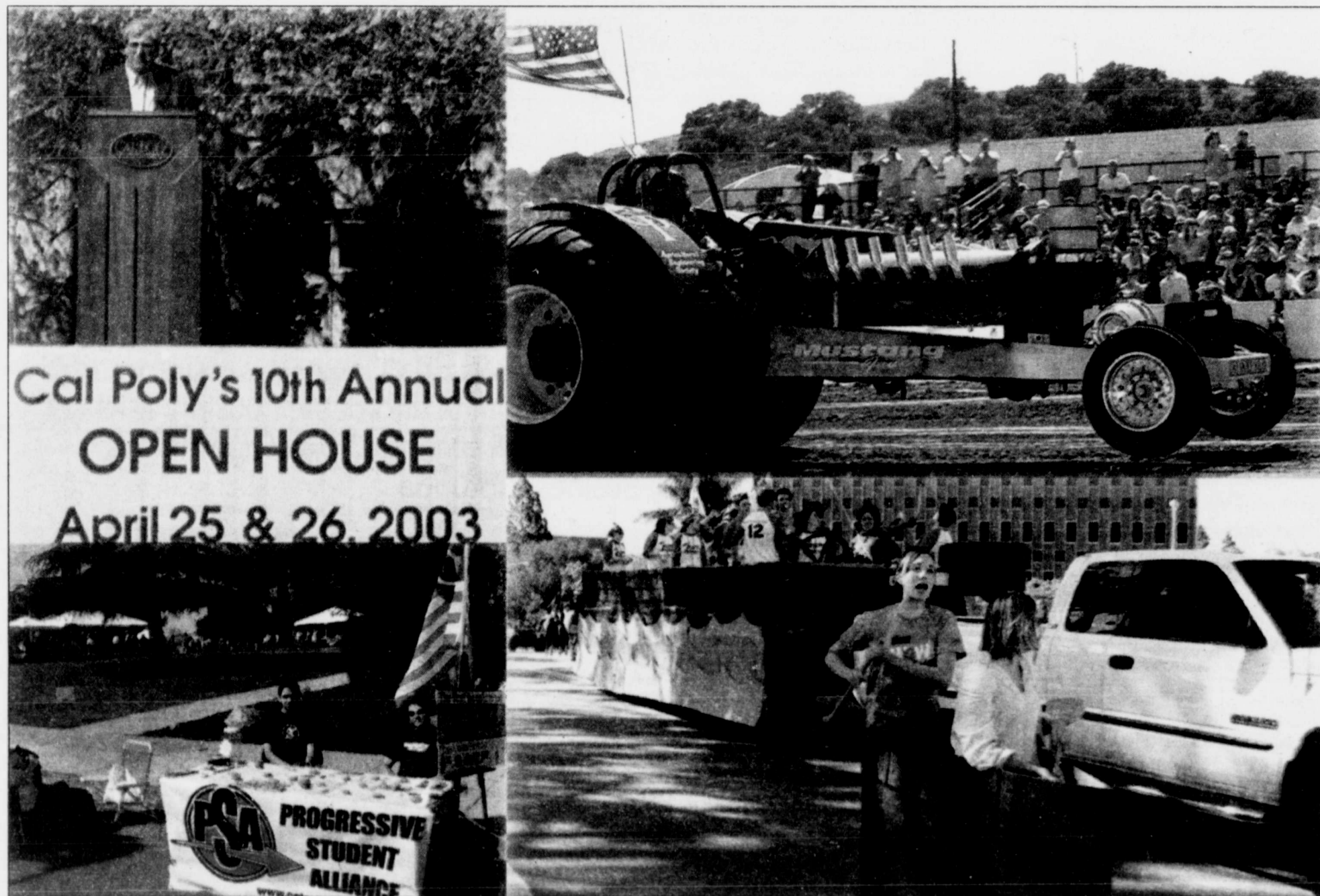
Mustang

DAILY

Volume LXVII, Number 117, 1916-2003

Open House

They came, they saw, they left



MATT WECHTER/MUSTANG DAILY

Thousands of potential students, parents, alumni and community members invaded campus this weekend to join in Cal Poly's annual Open House activities. Booths from fraternities, sororities, clubs, departments and campus organizations scattered across campus.

Visibility top goal of Baker's review

By Laura Newman
MUSTANG DAILY STAFF WRITER

President Warren Baker received an overall positive performance report from CSU Chancellor Charles Reed and the Board of Trustees in a six-year review that concluded March 11.

"I think the review is a good practice," Baker said. "It provides feedback to issues that are important to the campus and it is helpful to me."

The review process, which started during fall quarter, was conducted by collecting letters and bringing a four-person team to evaluate the campus. Criteria established by the Board of Trustees was used to assess Baker's performance and Cal Poly's progress as a university.

"We were pleased to receive an affirmative response," said Daniel Howard-Greene, Baker's executive assistant. "This process allows the president to receive a lot of input from a lot of different folks."

After interviewing a selection of the campus community, Reed's

see REVIEW, page 2

ReMEMbering the past

By Laura Newman
MUSTANG DAILY STAFF WRITER

Red handprints on campus represent instances of sexual assault, and representatives from Cal Poly's Women's Programs don't want any more red handprints.

To recognize April as Sexual Assault Awareness Month, Women's Programs is holding the fifth-annual ReMEMber Week today through May 2. The week will include a schedule of free public events dedicated to making the San Luis Obispo community members more aware of sexual assault and active in their own personal safety.

ReMEMber Week will kick off tonight at 6 in the Yosemite Hall lounge with a ceremonial tribute to victims of violence. Students will present the personal stories of San Luis Obispo student victims Rachel Newhouse, Aundria Crawford and Kristen Smart, a Cal Poly student who has been missing since 1999, said Leener Lannon, ReMEMber Week director and campus SAFER representative.

"ReMEMber Week is how we remember the people we have lost in this county to violent sexual assault," Lannon said. "This is how we can cele-



MATT WECHTER/MUSTANG DAILY

There will be a ReMEMber Week silent memorial march today at 11 a.m. from Dexter Lawn to the University Union.

brate their lives on campus."

Following the tribute, there will be presentations from the San Luis Obispo Police Department and an open microphone session.

"The open mic is so important

because it allows people space to tell their own personal stories," Lannon said. "I will start off by telling my own personal story of rape survival."

see WEEK, page 6

Pulitzer winner turns journalism educator

By Dale Quinn
MUSTANG DAILY STAFF WRITER

When he attended Cal Poly in the late 1960s, the University Union was a dirt lot used for parking and he was one of few minorities studying liberal arts at the primarily technical university.

"When I went to the bathroom, I took the affirmative action program with me," George Ramos said.

Ramos, a three-time Pulitzer Prize-winning Los Angeles Times reporter, will return to Cal Poly this fall as chair of the journalism department.

A major issue Ramos will address is the program's recent loss of accreditation, something he will make a top priority when he starts the job.

"In order to stay a viable program you need to have peer evaluation," Ramos said.

He plans to address the issues that led to the loss of accreditation: Lack of student diversity within the program, insufficient lab space and faculty turnover.

Current department chair Nishan Havandjian said the first steps



RAMOS

toward re-accreditation have already been taken with the appearance of new technology and lab space.

As a Mexican-American, Ramos said he

understands the importance of diversity. He added that he looks forward to working with the faculty.

"I want to nurture the faculty so they'll want to stay," he said.

Havandjian also said Ramos will bring professional experience to the Cal Poly Journalism Department. One of the ways Ramos plans to share this experience is by becoming adviser of Mustang Daily.

"We need to instill a little more aggressiveness in the reporters of the Mustang (Daily)," he said.

He said he also wants to share with students some of the lessons he learned when he was a student at Cal Poly.

see RAMOS, page 2

Weather Watch

5-Day Forecast

TUESDAY
High: 62° / Low: 46°



WEDNESDAY
High: 67° / Low: 47°



THURSDAY
High: 62° / Low: 46°



FRIDAY
High: 65° / Low: 47°



SATURDAY
High: 62° / Low: 47°



Today's Sun

Rises: 6:15 a.m. / Sets: 7:46 p.m.

Today's Moon

Rises: 5:10 a.m. / Sets: 5:26 p.m.

Today's Tides

Low: 3:24 a.m. / .86 feet
High: 9:16 a.m. / 4.1 feet
Low: 3:12 p.m. / .66 feet
High: N/A / N/A

National Wal-Mart manager speaks on produce Tuesday

By Sarah Stephan
MUSTANG DAILY STAFF WRITER

A representative from the largest company in the world is visiting relatively small San Luis Obispo.

Ranked number one by Fortune 500 in 2003, Wal-Mart is said to have rewritten the rules of business.

Wal-Mart National Category Manager Steve Tursi will speak at Cal Poly Tuesday from 6 to 8 p.m. in building 3, room 213.

The presentation "The Wal-Mart Procurement Model in the Produce Industry" is part of a lecture series organized by the agribusiness department. Tursi will fly to San Luis Obispo from the Wal-Mart headquarters in Bentonville, Ark., specifically for the presentation. Agribusiness professor Tom Frawley was able to arrange the lecture because he and Tursi used to work together.

Although Tursi will discuss produce, the lecture is not just for agribusiness students, Frawley said.

"Anyone interested in retail should come," Frawley said. "The topic is the produce model, but the principles he talks about transcend into non-food items."

Agribusiness junior Jessie Condit said Wal-Mart is used as an example of a model company in many of her classes because it started as a small company and is now global.

"They are unparalleled in all

they do and set the bar for other companies," Condit said. "For anyone working in produce, Wal-Mart is a dream job."

Tursi said he will explain Wal-Mart's purchasing model versus traditional buying models to Cal Poly students.

"Hopefully as future employees and employers in the produce industry, they will learn about the core difference between selling produce under the traditional FOB model and selling produce to Wal-Mart utilizing our procurement model," Tursi said.

The Wal-Mart purchasing model consists of empowering the vendor to do much of the work that retailers did in the past, Frawley said.

"Wal-Mart is able to do everything cheaper by getting the vendor involved," Frawley said. "They are really the benchmark for this concept."

Wal-Mart's success will affect people and businesses locally as Wal-Mart stores continue to move west. Frawley said although stores in California will not be run out of business, they will feel the consequences as the number of Wal-Mart stores in the area increases.

"Everything they do, they dominate," he said. "The stores here are not positioned for the competition."

see WAL-MART, page 6

REVIEW

continued from page 1

review team identified Baker's major accomplishments and those of the Cal Poly campus. Baker's credits include enhancing Cal Poly's national academic reputation, developing the Performing Arts Center, constructing new and renovating existing buildings, forming the Cal Poly Housing Corporation and conceiving of the major student housing development for more than 2,000 students. The review team also recognized Cal Poly's "learn-by-doing" educational model.

"President Baker is very appreciative of the team effort in accomplishing the achievements (recognized by the Chancellor)," Howard-Greene said.

Baker was particularly pleased with the accomplishments made in housing.

"I think the progress we have made recently in housing is important," Baker said. "Our ability to do this in an effective way is going to create dividends for Cal Poly and the community in the long run."

RAMOS

continued from page 1

"I learned how to ask tough questions and not take no for an answer," he said.

While the loss of accreditation influenced the decision to change department chairs, College of Liberal Arts Dean Harry Hellenbrand said the primary reason is that it's "time for a new vision to come to Poly."

Of three final candidates, Ramos

"We were pleased to receive an affirmative response. This process allows the president to receive a lot of input from a lot of different folks."

Daniel Howard-Greene
executive assistant to the president

The review also detailed challenges facing Cal Poly, which included community opposition to new property development, limited housing for faculty and staff, shortage of on-campus housing and lack of local opportunities for spousal employment.

In a letter to the campus, Reed said he and Baker have discussed the review and established a series of goals for the next few years.

The primary goal is for Baker to become increasingly visible around campus by attending more student functions.

"Dr. Baker is rated as a highly effective and innovative university president," Reed said in his letter. "Some constituent members, however, would like to see him increase his participation in campus events."

Other goals include working with the community to address Cal Poly's housing dilemma and devis-

ing a plan to recruit, retain and graduate more students from ethnically diverse backgrounds.

"Diversity is certainly one of the three themes that Baker focused on at the fall convocation meeting in September," Howard-Greene said. "The University Diversity Enhancement Council is looking into a variety of ways to promote diversity and will report back to the president. There is an ongoing dialogue between them."

Baker agreed that outreach programs to high schools are crucial.

"Attracting a diverse student body is particularly important," Baker said.

The review concluded that Cal Poly and the CSU system will benefit from Baker's continuation as president of Cal Poly.

Baker's next formal review will be conducted in the 2005-06 academic year.

was selected because of his familiarity with Cal Poly's teaching philosophy and his achievements as a journalist.

"The three finalists were all pretty good," Hellenbrand said. "But two were traditional academics and George had the greatest amount of reporting experience."

His "tremendous understanding of journalism as a profession" also led to his selection, Hellenbrand said.

Ramos said he was both honored and humbled with the offer to return to Cal Poly. He wants Cal Poly jour-

nalism students to take pride in their department.

In the early 1990s, Cal Poly faced the threat of losing the journalism department, Ramos said. In order to keep this risk from emerging again, the program needs to be re-accredited.

Hellenbrand said the journalism program holds an important position in the university because it provides an important link between traditional liberal arts and technical education.

What's Going On

Coming up this week

***"The U.S. and Iran: What Have We Learned in 50 Years"** - Grand Valley State history professor and author James Goode will speak at the second presentation of the College of Liberal Arts Middle East series on Tuesday at 7 p.m. in Philips Hall in the PAC.

***"Cal Poly Faculty and Staff Perspective Panel on Campus Climate"** - Faculty and staff will share their insight into social and cultural issues in the campus community and give suggestions on improving the climate for students of diverse backgrounds Thursday at noon in UU220.

***Two lectures on architecture** - Barry B. LePatner, a leading legal adviser on construction issues, will speak Friday at 1 p.m. in the Business Rotunda. One of the country's leading designer of affordable housing, Michael Pyatok, will speak at 3 p.m. Friday in the Business Rotunda.

Sketchers Nomad Rocket Dog Yellow Box Sideout Volatile Splash Sketchers Nomad

9

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National Briefs

Poll: Americans conflicted about affirmative action in college admissions

WASHINGTON — A new poll highlights Americans' conflicted feelings about affirmative action at colleges: A majority of those surveyed said it benefits society, but even more said schools should not admit minorities who have lower grades than other qualified candidates.

The finding is part of a comprehensive survey of American attitudes toward colleges and universities being released Monday by The Chronicle of Higher Education.

Among other findings, the survey revealed that more than 80 percent of Americans believe skyrocketing tuition has made higher education less affordable to the middle class. At the same time, 75 percent believe a college education is "worth the price."

The telephone survey of 1,000 adults ages 25 to 65 has a margin of error of plus or minus 3.1 percentage points.

With the Supreme Court deciding a critical case that challenges the University of Michigan's use of race as a factor in admissions, 58 percent of respondents to the Chronicle poll said affirmative action programs benefit society.

But 64 percent of those surveyed

said they thought minority students should not be admitted to a school if their grades and test scores didn't meet the level of other applicants.

David Ward, president of the American Council on Education, expects those conflicting attitudes to continue even after the Supreme Court ruling.

He said Americans have a deeply ingrained sense of fair play and individual rights — and for many, affirmative action doesn't seem fair.

"If you feel you've been deprived of something by a process, it is felt very strongly," he said. "And that is an area where universities are struggling."

North Korean nuclear claim puts U.S. in sensitive position

WASHINGTON — North Korea seems today to have crept closer to a crisis by claiming it has, and might test, a more potent nuclear arsenal than the Americans thought it had.

Even if the country's declaration were nothing more than bluster, it presents a dilemma for the Bush administration. And it shows that, the success in Iraq notwithstanding, the United States is unlikely to resort to drastic measures to take out the nuclear bombs.

"You could have a precision strike. You could invade. You could have a NATO blockade," said Lee Hamilton, a former chairman of the House International Relations

Committee and now director of the Woodrow Wilson International Center for Scholars.

"But all these things risk some chaos in the area — starvation of civilians, heavy casualties on both sides. It would not be Afghanistan, and it would not be Iraq."

Talks broke down in Beijing last week over North Korea's nuclear assertions. President Bush said North Korean President Kim Jong was simply playing "the old blackmail game."

International Briefs

In smoldering Baghdad, a 'tough job' lies ahead to forge a new Iraq

BAGHDAD, Iraq — The flies are thick, feasting on garbage and sewage. Children hawk freshly looted license plates in the street. Squatters hang their wash from courthouse windows, the judges having fled. Amid smoldering shells of buildings, crowds gather on rumors of jobs or of gasoline for sale, or of bodies found in "secret prisons."

The hot and dusty Baghdad where Jay Garner has come to take charge of America's relief and reconstruction mission is a city pulling back from the edge of chaos.

"What do we need?" Mesira Mohamed asked, repeating a reporter's question. "We need everything!"

The young mother, in a black

headscarf, pulled her boy to her side. "The schools!" she remembered. "They even stole the desks from the schools!"

A threefold job awaits Garner and his Office of Reconstruction and Humanitarian Assistance: To coordinate relief efforts in the aftermath of a lightning war; to oversee rebuilding of Iraq's infrastructure; and to shepherd in a provisional government to lead the way to democracy.

Beijing orders public entertainment venues closed amid SARS fears

BEIJING — China on Sunday shut down all theaters, cinemas and other places of entertainment in Beijing in an effort to curb the spread of SARS.

The official Xinhua News Agency said the length of the closures would depend on progress made in combating severe acute respiratory syndrome, which has killed at least 42 people and sickened 988 in Beijing.

The decision was made to stop the "possible spread of the SARS virus and ensure public health," Xinhua said.

The city's entertainment businesses have already suffered severe losses as nervous Beijing residents shun public places for fear of catching the virus.

SARS has killed 122 people and sickened more than 2,700 across China.

Survey: Harry Potter author richer than the Queen

LONDON — Harry Potter author J. K. Rowling is now richer than the Queen, according to an annual survey that estimates the fortunes of Britain's wealthiest people.

Rowling, 37, has more than quadrupled her personal fortune in the past two years, according to the survey by The Sunday Times newspaper.

The newspaper survey, posted Saturday on its Web site and published in its Sunday editions, estimates Rowling's fortune at \$444 million — based on what is believed to be her earnings from the sales of her books, the two Harry Potter movies and merchandising.

That placed her at 122 in the "Rich List," 11 places ahead of the Queen, whose worth was estimated by the newspaper to be \$397 million.

Rowling's current financial circumstances are very different from those she faced after the birth of her first child, Jessica, just 10 years ago.

After her first marriage broke down, the single mother lived on welfare in a two-bedroom apartment in Scotland, writing most of her first book, "Harry Potter and the Sorcerer's Stone," in a café.

Briefs compiled from The Associated Press wire service by Mustang Daily news editor Andra Coberly.

THIS WEEK**IN ASI EVENTS
AMERICAN HISTORY X**

Last film in the April "A-List" Movie Series
Monday, April 28
8 p.m. in Chumash Auditorium - FREE

Starring Edward Norton, the film is both powerful and controversial. It is an inspiring piece of work about turning away from hatred. Free popcorn will be provided!

HIGHER GROUNDS ENTERTAINMENT SERIES

Featuring DAVID PETERS
Wednesday, April 30
6 - 8 p.m. in BackStage Pizza - FREE

Peters is a master of the acoustic guitar. He is known for his direct and poetic lyrics, and his music is described as a hybrid of soft acoustics and rock operas.

UU HOUR

Featuring PULLEY
Thursday, May 1
11 a.m. - noon in the UU Plaza - FREE

This awesome power-punk band has shared the stage with notorious bands like Strung Out and Guttermouth. Lead singer, Scott, is a former member of Ten-Foot Pole. Check out their website <http://www.x-members.com/index1.htm>

COMEDIAN

Featuring ANDREW KENNEDY
Thursday, May 1
8 p.m. in Chumash Auditorium - FREE

This British/Colombian comedian has won rave reviews from critics. Kennedy is also an accomplished impressionist who does Clinton, Schwarzenegger, and Christopher Walken. He has made several appearances on Comedy Central.

UU GALLERY SHOW OPENING

Featuring POLARIS IN MOTION by artist Alison Chadwick
Friday, May 2
Opening Reception 6 - 8 p.m. - FREE

Polaris in Motion is a series of work dedicated to the exploration of power of movement and the varieties of quality of motion through dance and photography. On display through May 30.

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asi.calpoly.edu/government

Finding out what's really happening in Soledad

About halfway between the garlic capital of the world and the speeding ticket capital of the world (Gilroy and King City, respectively) exists possibly the most notorious billboard in all of the Western Hemisphere (it's true – even more notorious than those sinful God billboards we love so much).

The plain billboard in seemingly the middle of nowhere is white with a red, green and blue arrow and states "It's Happening in Soledad."

Yes, that's right, we've all been so fortunate to see it – well, at least everyone from Northern California and anyone else lucky enough to ever venture north.

The sign is a wonderful welcome into the quiet, little town in the Salinas Valley as you speed by the billboard while heading south on 101 (please note the absence of "the").

It's happening in Soledad. What could possibly be happening in Soledad? It's a question that has wracked our brains one time or another.

With this in mind, we took it upon ourselves to inform the Cal Poly campus what really is going on in Soledad, which by the way and not-so-ironically means "Solitude" in Spanish.

At first, we hopped on the Internet. We soon found that the city has a population of about 15,300 residents and is 4.552 square kilometers in area. Whoopee. The farm town's

greatest cash crops are lettuce, broccoli, strawberries and wine grapes. Oh, and who could forget to visit the mission, Salinas Valley State Prison or Pinnacles National Monument (where you can stare at volcanic rocks all day long)? There was mention of some festivals and parades, but really nothing about the everyday happenings of a place as exciting as Soledad, CA 93960.

We weren't satisfied with this newfound information. With a full tank of gas, we headed north from San Luis Obispo to uncover one of the world's greatest mysteries and one of advertising's greatest fallacies.

As we arrived into the metropolitan area, we realized it may not have been such a dud after all. The largest structure erected in Soledad could be seen from about two miles away – a silver water tower that proudly overlooked the whole Soledad community with a watchful eye. Clouds of gray and brown belted from the smokestacks of a local factory that was dwarfed significantly by the height of the neighboring water tower. With the beautiful scenery serving as a constant backdrop, we entered numerous stores and businesses along the main street in hopes of finding

anyone who could tell us the truth about what's happening in Soledad.

"It's funny," said local resident Deedrea Alcalá. "There's nothing happening here."

Alcalá is an employee at the only constant source of entertainment in the city – the bowling alley. The hot spot, complete with eight bowling lanes, five arcade games and a bar, is the local hangout for kids and adults.

The YMCA often hosts rock concerts and the residents take great interest in the local high school sports, Alcalá said.

When we asked Marcela Aguilar what's happening in Soledad, she replied, "Nothing. The billboard is just a lie to attract people. Even the people here don't know what's happening."

Aguilar laughed as she described the city in which she lives. "It's peaceful, but I'm bored all the time."

After numerous other interviews, we finally accepted the fact that absolutely nothing is happening in Soledad (at least anything worthwhile). After years of anxiety and speculation, we will no longer wonder what the billboard is referring to.

While our journey to Soledad came up virtually fruitless (aside from the strawberries and grapes we purchased at the fruit stand), we came away with one great piece of information. Just like many truths that we will realize with education and experience, we confirmed the idea that advertisers (or advertisements) do not always tell the truth. In fact, sometimes they flat out lie.

So next time you're heading up north, specifically through Soledad, do us a favor and don't give the city the satisfaction of actually visiting. Because in all honesty, it's a waste of your time and theirs.

Steve Hill and Chrissy Roth are journalism juniors and Mustang Daily columnists who would hate to live in solitude. Wanna reimburse them for their gas money? E-mail them at QuitYerBitchinCP@yahoo.com.



Quit yer Bitchin'



IT needs College of Ag

I am just your average industrial technology (IT) student. I transferred from engineering, and I am graduating with many more units than I bargained for. I am OK with that.

I am not OK with the fact that IT may not be a major four years from now; even worse, it may be an unsuccessful major. I love IT and I love the faculty. I feel they create the atmosphere to learn not only the book stuff but also the random practical stuff we will actually need when we "grow up."

Guest Commentary

So, like many IT students, I wanted to stick my nose in this "business." We have all heard of the "Master Plan" at Cal Poly; it is the goal of the entire university, is it not? Well, I took this notion of a "Master Plan" and decided to find out what the two deans (Orfalea College of Business and College of Agriculture) had in store for industrial technology. My findings were very interesting.

ASI president Jake Parnell, four IT students and I met with OCOB Interim Dean Terri Swartz. When we asked Swartz how IT fit into the OCOB "Master Plan," her response was vague. Essentially she said she didn't know, there wasn't one.

"I guess it would be to promote our students ... to strengthen our ties with industry ... to turn out good, educated students," she said.

Swartz wants to continue doing what we are already doing. She kept referring to how "IT is the niche in OCOB" and that it is very "unique."

"It's obvious the College of Agriculture has big plans and huge goals set for IT. So, what can we do about it?"

The next day I went to talk to College of Agriculture Dean David Wehner. When he was asked how he foresees IT fitting into the College of Agriculture's "Master Plan," Wehner handed me a statement he had sent to the Provost.

He summarized the proposal and said his plans include seeing IT growing into a much larger major. He wants to develop concentrations that not only promote IT students but also agricultural systems majors and a handful of others. Concentrations like OSHA safety, textiles, quality control and packaging will be initiated. He wants to see IT 407 Applied Industrial Operations, turned into an Enterprise Project. He said he also sees great things happening in the packaging area. His list of ideas goes on.

It's obvious the College of Agriculture has big plans and huge goals set for IT. So, what can we do about it? Tell your parents! Tell your friends!

We want to move colleges, if for no better reason than because the College of Agriculture has goals for IT. As students, you may think you don't have a voice, but we really do.

Joey Osborne is an industrial technology senior and Mustang Daily contributor.

Letter to the editor

Not all beliefs are justified

Editor,

The loud thud you may have heard this morning was the sound of my jaw dropping on the floor. You see, I had just read James Medina's letter ("War protesters deserve respect," April 22) about how we should respect those protesters who were trying to block war supplies and who threw bolts at the police, and the brilliance of his arguments simply amazed me.

Mr. Medina wonders how one could ever "disrespect" someone who risks years in prison for "something they believe in." So I guess it doesn't matter what someone believes, just as long as they believe it sincerely and are willing to risk their lives for their beliefs? Gosh, I guess I should respect those 19 "brave" souls who died for their beliefs on Sept. 11, 2001 (died, even, not just risking jail!). They very sincerely believed that we Americans are infidel pigs, after all.

Then there is the issue of those war supplies. I guess I don't really care after all that I know people serving in Iraq now. After all, Mr. Medina tells us that these protesters were not "acting against us, but for us." Of course! What was I thinking?

Mr. Medina also hits on something that I've never thought of. Let's see, I've gotten four speeding tickets in my life. Apparently, that means I've been "victimized" by the cops four times over! According to Mr. Medina, I should have every right then to

throw bolts and rocks (or worse) in a hissy fit of righteous anger. Or at least Mr. Medina sincerely believes so.

Daniel J. Sisti is a biochemistry junior.

Letter policy

Letters become the property of the Mustang Daily. Mustang Daily reserves the right to edit letters for grammar, profanities and length. Letters, commentaries and cartoons do not represent the views of the Mustang Daily. Please limit length to 250 words. Letters should include the writer's full name, phone number, major and class standing.

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Letters must come from a Cal Poly e-mail account. Do not send letters as an attachment. Please send the text in the body of the e-mail.

Attention:

Your letter will not be printed unless you submit it in the correct format.

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ad designers Allison Jantos, Tyler Imoto, Kerry Ko, Alyssa Fiedor

Refreshments 101

Freezing your brain to your heart's content

► Story behind Slurpee reveals rich history, lasting impact on customers of all ages

By Emily Frydendal

MUSTANG DAILY STAFF WRITER

There's something rather satisfying about turning the spigot on a 7-Eleven Slurpee machine. The sudden weight in the neon cup steadily increases as a cold, thick stream of semi-frozen carbonated beverage

races toward a domed lid. As the slush nears the opening, some gutsy people artfully release the spigot at the last minute, walking away with a dome perfectly filled to capacity. Less-experienced consumers might release prematurely and are forced to top-off. Either way, the turn of the spigot delivers a rush of beverage that many Slurpee guzzlers tend to take for granted.

Conceptualized in 1959, Slurpee was originally the result of a broken soda machine in Omar Knedlik's Kansas soda fountain, according to the document "The History of Slurpee Semi-Frozen Carbonated Beverage," offered by 7-Eleven Inc. Director of Marketing Communications Dana Manley. The broken machine forced Knedlik to sell chilled bottled drinks from a deep-freeze. The slushy sodas were unexpectedly successful and resulted in an intentionally semi-frozen soft drink.

The first slushy-producing machine used a car air conditioner and was created after

Knedlik and his partner Dean Sperry joined with the John E. Mitchell Company in 1959. Although the machine was originally dubbed the "Icee machine," the Slurpee name tagged the drink in 1967 after 7-Eleven Inc. outfitted its stores with the product.

According to "The History of Slurpee," "Since its introduction in 1965, more than 6 billion Slurpee drinks have been sold, just about enough for every person on the planet."

The beverage also inspired products such as Slurpee Gum, Slurpee Ice frozen treats and even Slurpee Ice Lip Balm in flavors like sour apple.

But that doesn't explain why people like the product so much.

"I buy Slurpees to add variety to my beverage regimen," biology sophomore Alex Fromer said. "Plus, they're just good. It starts out quenching my thirst, so I consume more and more. Then it hits me! Brain freeze!"

The term "brain freeze" was also coined by 7-Eleven and prompted a wealth of brain freeze products, including straws and key chains.

"Sometimes I use the little straw-spoon to prevent the pain, but when it hits, oh!" Fromer said. "Brain freeze hurts so bad. But it wouldn't stop me from buying Slurpees."

And it would appear that it doesn't stop many people from icy indulgence.

"We sell about 40 to 50 Slurpees between 7 a.m. and 3 p.m.," said Edwin Martinez, an employee at 7-Eleven on Broad Street. And while he said that the drink sells mostly to the "young generation between grade school and high school," he sees parents and college students frequenting the machine, too.

"Everyone loves them," he said.

Civil engineering sophomore Mark Violetti doesn't buy his Slurpees between the hours that Martinez

specifies, but he said he finds time to enjoy them nonetheless.

"On Saturday nights we might do a little dancing, work up an appetite for some piña colada Slurpees at like two in the morning," Violetti said. "It's almost tradition after dancing."

Martinez says the most popular size of Slurpee is 22 ounces, and while the flavors are rotated about every three days, the most popular flavor is Coca-Cola Classic, despite Violetti's tropical tendencies.

Fromer agrees, but with some exceptions.

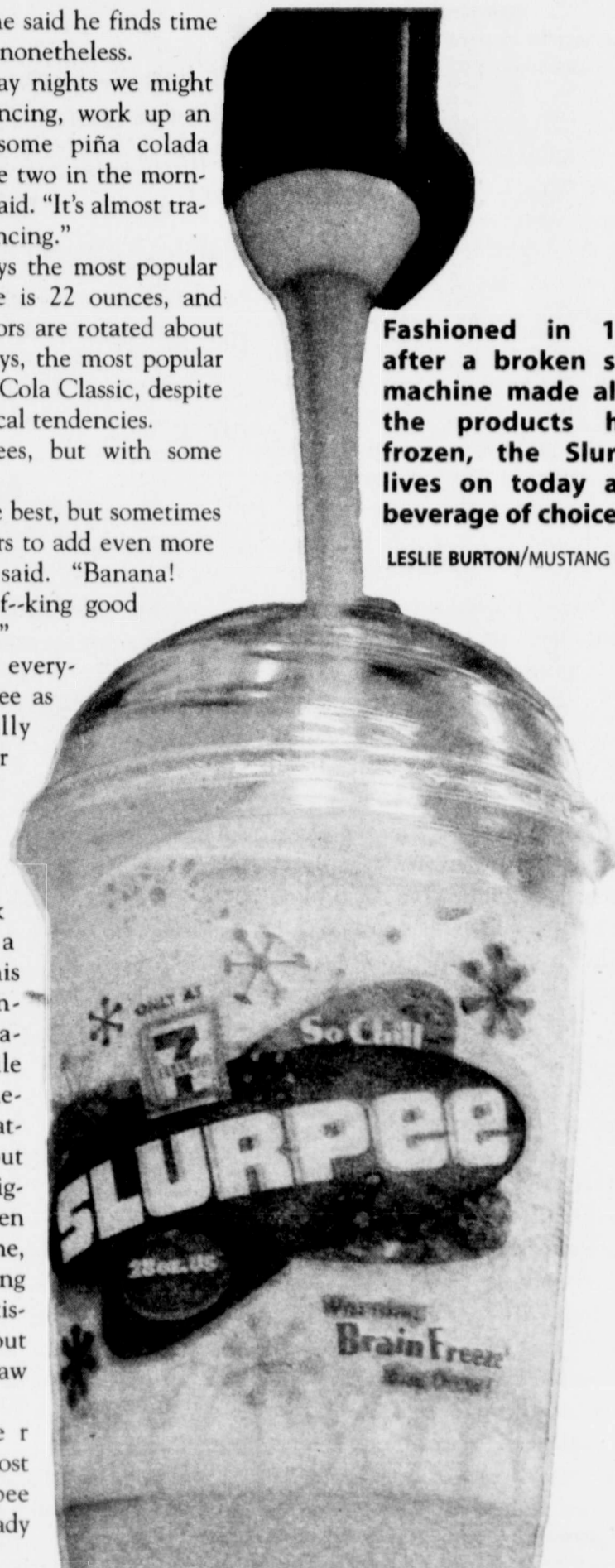
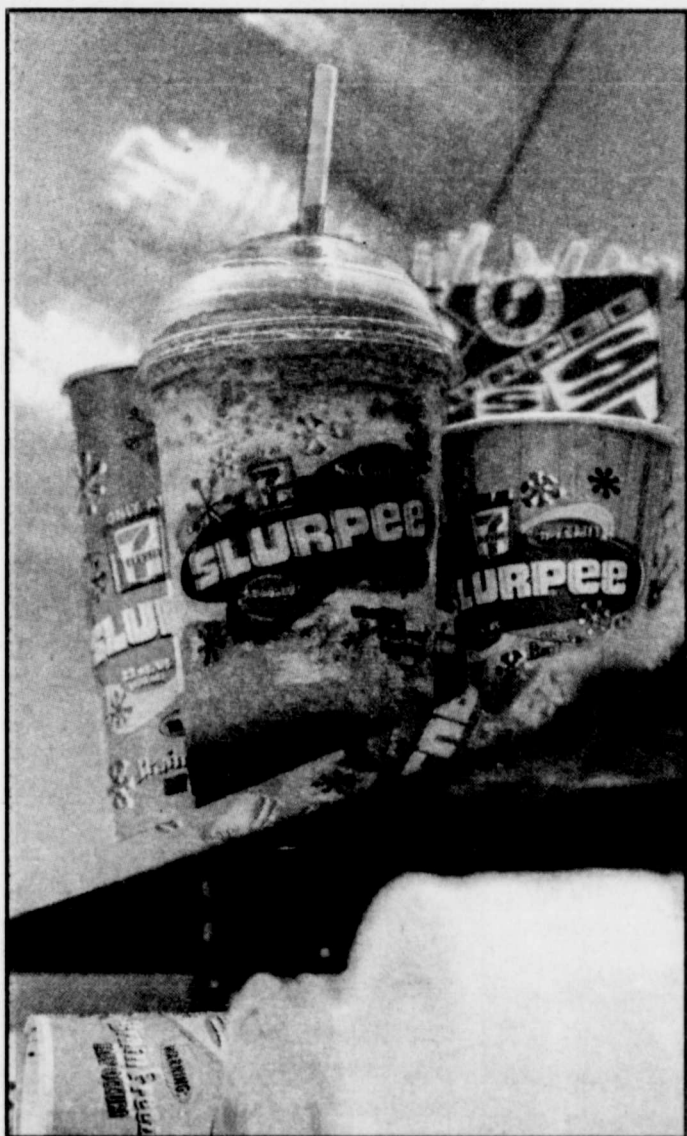
"Coke is the best, but sometimes I change flavors to add even more variety," he said. "Banana! Now that's a f-king good Slurpee flavor!"

While not everyone might agree as enthusiastically on flavor or method of spigot toggling, most would agree that Knedlik did the world a favor with his improvisation-turned-innovation. While there's something rather satisfying about turning the spigot on a 7-Eleven Slurpee machine, there's something even more satisfying about putting the straw to mouth.

Summer weather is almost here, Slurpee lovers. Get ready to suck.

Fashioned in 1959 after a broken soda machine made all of the products half-frozen, the Slurpee lives on today as a beverage of choice.

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Soil judging team returns from national contest victorious

By Amanda Hippe
MUSTANG DAILY STAFF WRITER

This year's National Collegiate Soil Judging Contest received a taste of what Cal Poly soil science students have to offer.

Texas A&M hosted this year's competition on April 3 and 4. Twenty-two teams participated in the two-day event with a total of 85 students from all over the country involved. The actual competition was preceded by four days of practice for students to familiarize themselves with the local soils.

Earth and soil sciences professor Lynn Moody coached this year's team, which placed second overall, trailing to Auburn University by only 19 points.

"The students have worked hard to make Cal Poly look good at this year's competition," Moody said.

Soil judging involves many components to make sure the evaluation is thorough and complete. Students complete a description of each soil, evaluating components like depth and distinction of each horizon boundary, the textural class, clay percentage, color and consistency among several more in-depth components.

"All of this has to be done in an hour, so you can see it's pretty involved," Moody said.

On the first day of competition, there were three soils for each student to judge as individuals. The next day each team, as a whole, judged two soils. The individual and team scores were added to determine the overall standing of each competing school.

The activities will help students prepare for what they may encounter in the future, Moody said.

"Soil judging is very close to the kind of professional activity a field-oriented career in soil science would include," she said.

She also explained that careers in the geotechnical, environmental consulting, geological consulting, soil survey, agronomic and academic occupations include many components of soil judging.

"Being part of soil judging pre-

"It was a great experience for me because I learned so much. Being out in the field is such a valuable learning experience and it was also exciting to meet people from other schools who share the same interest in soil."

Ashlee Dere
soil science major

pares the participant for such work, and employers and professors in soil science graduate programs look favorable on candidates with soil judging experience," Moody said.

Among the tough competition, earth science major Ashlee Dere placed second in the individual scores, following Stan Utery from Auburn University. Dere said this win meant a lot to her because she really worked hard to make the team successful as a whole.

"It was a great experience for me because I learned so much," Dere said. "Being out in the field is such a valuable learning experience and it was also exciting to meet people from other schools who share the same interest in soil."

Dere said she is already thinking about next year's competition because of the chance to see another part of the country and do what she hopes to make a career out of.

"We were all beginners this year, so next year should be even better," Dere said. "A first-place win next year would be great, but I think the experience is a reward in itself."

Other Cal Poly competitors who received honors in the competition included soil science senior Meg Perry, who placed 21st, while earth science sophomore Katherine Carr placed 22nd and earth science senior Ryan McKee placed 43rd in the individual scores.

Cal Poly dairy team takes top honors at competition

By Sarah Stephan
MUSTANG DAILY STAFF WRITER

Traveling across the country to observe cattle brought a group of Cal Poly students more than the smell of manure. It also brought them the smell of victory.

The Cal Poly Dairy Challenge team won platinum, the top award, at a recent national dairy science competition at Michigan State University.

The winning team consisted of agribusiness junior Alan Highstreet, agribusiness and dairy science junior Kate Briggs, agribusiness and dairy science senior Tony Evangelo, dairy science senior Katie Hilt and dairy science junior Jessica Becker.

Cal Poly herd manager Anthony Reis and agribusiness professor Wayne Howard coached the students to victory. The team started reviewing herd management techniques and health plans on dairy units three weeks before the competition.

The group even studied a herd in Lompoc to test their skills before the big competition. Agribusiness and dairy science senior Tony Evangelo said it was good practice because the dairy herd conditions in Lompoc

were similar to the ones they encountered in Michigan.

Reis said analyzing actual farm conditions and making economical recommendations that the farm can use is a practical learning tool for students.

"This type of competition is the most real-world experience students will have," he said.

In addition to applying classroom learning, students were also able to meet many people in the dairy business.

"It was a great chance to meet industry contacts from across the nation," Evangelo said.

Twenty-four college teams competed in the two-day event.

In the mid-April competition, each team was given a day to study dairy operations at a working Michigan farm. After quickly reviewing dairy herd production records for the farm, students were allowed two hours to visit the site.

During a 15-minute interview with the farm manager, students asked questions to get a better understanding of how the farm ran.

"We got clear answers about their nutrition program, labor issues and general management that were not in

the paperwork," Evangelo said.

Students formed a plan to improve the operation of the dairy farm after compiling information about it. The teams presented their conclusions to judges on the second day of the competition.

The concepts that the students presented at the competition can actually be implemented by the dairy farmers. Evangelo said their team found strengths in the dairy farm operations they analyzed, but also some weaknesses.

The Cal Poly team suggested that the dairy farmer they worked with improve the nutrition program, feeding schedule and water availability for his herd.

Last year, the Cal Poly team placed silver. Reis called the team's platinum placement this year a drastic improvement. He said next year they hope to get students from other majors involved in the competition.

"There could be a place for almost anyone on the team," Reis said. "Speech communication majors, students who enjoy making power point presentations or anyone with cattle experience would be optimal to compete."

WEEK

continued from page 1

This year's ReMember Week is slightly shifting its female focus to reach out to males, as well.

"This week is not about male bashing," Lannon said. "We are dealing with our own personal demons and are trying to get the men to join us this year."

Other events include self-defense workshops, a nighttime hike, poetry, a community awareness information fair and the international "Take Back the Night" rally.

"Sexual assault often takes place during the dark hours," Lannon said. "Take Back the Night" is a ceremony and celebration to show (women's) personal power and reclaim the night."

About 30 students organized the week in conjunction with Women's Programs.

"I've seen students coming out of the woodwork for this program," Lannon said. "I was amazed with all of the help we have gotten this year."

Psychology sophomore Julia Sinclair-Palm helped to plan the installation of a new red handprint that will be placed in the architecture building on April 30 to represent a sexual battery that occurred in 1996. She said she became involved with ReMember Week to raise freshman awareness.

"Sexual assault is most common among college freshmen, and they are the least informed," Sinclair-Palm said. "I think freshmen are unaware how much this affects them."

Psychology sophomore Becca Swanson's participation stemmed from her women's studies minor and work with the Women's Center.

"I feel that (Newhouse, Crawford and Smart's) stories are so important," Swanson said. "It is important for women to have the opportunity to say something and know there are others who feel the same way."

Cal Poly's ReMember program started in spring 1999 to support survivors of sexual assault.

For more information on ReMember Week 2003, contact Lannon at 756-2282.

WAL-MART

continued from page 2

Tursi said he attributes Wal-Mart's accomplishments to their familiar retail plan EDLP (Every Day Low Price), because it gives customers confidence that Wal-Mart's prices will be the lowest they can find.

In the fiscal year 2003, Wal-Mart's specific food plans include opening about 200 more Wal-Mart Supercenters and 25 neighborhood markets. The supercenters contain a grocery department for one-stop shopping. The neighborhood markets are generally located within Wal-Mart Supercenters and have departments such as fresh produce, deli foods, fresh meat and dairy items. They will also open five food distribution centers to service the supercenter store base. Wal-Mart is currently the largest buyer of fresh produce in the nation.

ReMember Week Activities

Week of Action and Awareness

Monday

Silent Memorial March — From Dexter Lawn to the University Union from 11 a.m. to noon

"ReMember Our Stories" Tribute to the Lost — In the Yosemite lounge from 6 to 9 p.m.

Tuesday

Self-Defense Workshop — In the Rec Center Martial Arts Room from 11 a.m. to noon.

Paint the "P" Night Hike — Meet at the Women's Center, UU217, at 5 p.m.

Wednesday


Red Handprint Ceremony — On Dexter Lawn at noon

Thursday

Community Resource Fair — The ReMember information booth will be in the University Union Plaza from 11 a.m. to 1 p.m.

Contact the Women's Center at 756-2600 with any questions

Take Back the Night rally, Concert and BBQ — In The UU Plaza from 6 to 11 p.m.



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DAILY

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BASEBALL

continued from page 8

"We weren't very good today," assistant coach Jerry Weinstein said after Friday's loss. "We did not pitch well enough today. We did not pitch enough strikes. So we're going to try to throw more strikes and try to hit our target."

Cal State Fullerton has lost only one series this year, helping them to rank No. 1 in the conference as well as the nation.

"I think we played real hard, but they are a real good team," Cal Poly pitcher Nolan Myers said of the Titans. "In order to beat them, we are going to have to play with them early in the game so we can keep a real tight game early, but they are a good team."

Cal State Fullerton assistant coach R.J. Hernandez said the score spoke for itself.

"I think we performed well (Friday)," Hernandez said. "Anytime you score 11 runs and give up only three, you can't really knock their performance."

On Saturday, Fullerton clinched the series win, its 10th in 11 three-game series so far this season, after defeating Cal Poly 26-7 before 1,157 in Baggett Stadium.

The Titans pounded out 29 hits, including six doubles, three triples and a home run,

en route to their ninth straight win.

► Cal Poly (22-21-1, 4-8) has lost six straight. Cal State Fullerton erupted for 10 runs in the second inning and eight more in the ninth.

► The three-game series drew 3,967 fans, eclipsing the previous Baggett Stadium record by nearly 1,100.

Top hitters for the Titans were right fielder Shane Costa, who was 5-for-6, all singles, with a sacrifice fly for his lone RBI of the game, and designated hitter David Fischer with a 5-for-7 day at the plate and a pair of RBIs. One of Fischer's hits was a double.

Center fielder Kyle Boyer and first baseman Richie Burgos each had four hits. Burgos hit a solo home run in the third inning, his third of the season, and drove in a total of four runs while Boyer had a triple and a pair of RBIs.



Cal Poly agriculture systems management senior Dottie Miller had no trouble wrestling his steer to the ground during Friday's Poly Royal Rodeo.

MATT WECHTER/MUSTANG DAILY

Cal Poly collected a dozen hits, including two each by center fielder Sam Herbert, left fielder Billy Saul and designated hitter Alex Chavarria. Chavarria belted a two-run home run in the third inning for the Mustangs, his seventh of the season.

First baseman Kyle Wilson's two-run double in the first inning was the 36th of his Mustang career, No. 5 all-time at Cal Poly, and gave the Mustangs a brief 3-1 lead.

Each team committed four errors in the three-hour, 27-minute game.

After allowing 37 runs on 42 hits to the Titans in the first two games of

the series, the Mustangs were much more competitive Sunday.

The Titans were held to just four runs on seven hits, but they were enough to edge the Mustangs 4-3 before a crowd of 1,546 Sunday afternoon, Cal State Fullerton's seventh sweep in 11 series this season.

The series drew 3,967 fans, eclipsing the old Baggett Stadium record by nearly 1,100.

Cal Poly freshman southpaw Garrett Olson (5-2) allowed four runs and six hits in 7 1/3 innings, but suffered his second loss in as many weeks. He struck out six and walked three. Jason Windsor (7-1), the

Titans' second pitcher of the game, earned the win with 2 2/3 scoreless innings of work, walking three and striking out one.

Chad Cordero retired all six Cal Poly batters he faced for his fifth save.

Cal Poly took a 3-1 lead with three runs in the bottom of the fourth inning. Junior outfielder Pat Breen belted a two-run home run, his ninth of the year, and Kyle Wilson's sacrifice fly to right scored Alex Chavarria, who had tripled.

But Cal State Fullerton tied the game with two runs in the fifth on a sacrifice fly by Shane Costa and an RBI single by Kyle Boyer. The Titans

RODEO

continued from page 8

as well as a regional playoff, and a national championship in Casper, Wyo., Segura said.

Although owning a horse is not a requirement for team membership, most of the students own their own horses. According to Cory Mendes, a rodeo participant and a crop science freshman, most students spend an average of four hours a day at the rodeo unit, practicing and completing chores.

"Rodeo is our livelihood out here, it's not just a hobby," Cal Poly rodeo team president Trilby Barton said. "It is the sport of America. Our country was founded on it because so many people used to ranch."

Barton said that she spent 40-hour work weeks in preparation for the rodeo. Preparation included contacting sponsors for donations, working with the media on publicity and organizing the event.

Six men and four women competed on the Cal Poly team, but more than 50 students competed in individual events.

The team receives funding from Cal Poly, although the amount of money they will receive in the future is threatened by budget cuts, Barton said. In addition to funding from the university, the team also relies on boosters and alumni for donations.

In order to be eligible to compete, students on the rodeo team must carry a 2.0 grade point average, as well as 12 academic units. Although they receive two units per quarter for participating on the team, they are still working to receive priority registration, Barton said.

snapped the 3-3 tie in the eighth as Costa singled and came home on Richie Burgos' triple to center field.

Cal Poly mustered six hits off a trio of Titan pitchers, including two singles by right fielder Chalon Tietje. Cal State Fullerton's seven hits included two singles by Boyer.

Cal State Fullerton (38-8, 11-1 BWC), winner of 10 straight, has won 30 of 34 games against Cal Poly since the Mustangs moved to Division I prior to the 1995 season.

Cal Poly (22-21-1, 4-8 BWC), which has lost six straight, returns to action Friday at UC Irvine, beginning at 7 p.m.

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Cal Poly Rodeo

'Stangs corral two titles

► Linsay Rosser and Jesse Segura claim all-around championship honors

By Cathy Ayers
MUSTANG DAILY STAFF WRITER

The Cal Poly Rodeo Team proved its abilities at the Poly Royal Rodeo this past weekend, earning the titles of both men's and women's all-around champion. The 63rd annual Poly Royal Rodeo took place Friday through Sunday of Open House weekend, drawing over 250 participants from 10 community colleges and universities throughout California and Nevada.

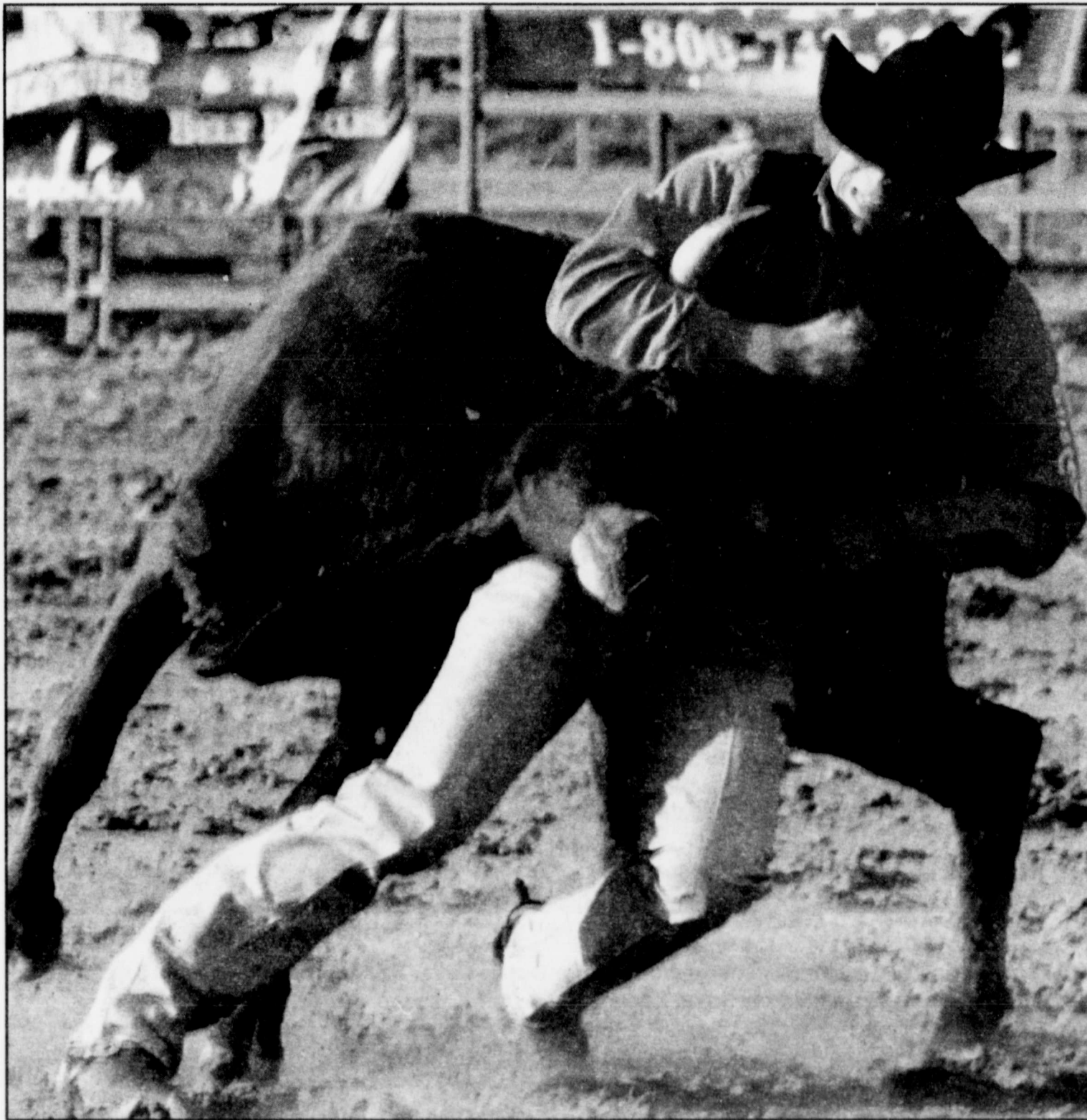
Agricultural business sophomore Linsay Rosser was named the women's all-around champion. Earth sciences senior Jesse Segura, the 2002-03 president of the National Intercollegiate Rodeo Association, won the title of men's all-around champion.

Rosser began competing in rodeos as a young child. She competes in barrel racing, breakaway, team roping and goat tying competitions. She said she doesn't have a favorite event, but enjoys all of them equally.

"My grandfather is a stock contractor; I was born into rodeoing," Rosser said. "I went to my first rodeo when I was a baby."

Awards for the competitors were made possible by sponsors who donated 19 belt buckles and two saddles as prizes.

The Cal Poly Rodeo Team competes in 10 regional rodeos per year,



MATT WECHTER/MUSTANG DAILY

Agriculture systems management senior Levi Rosser wrestles a steer to the ground at Friday's 63rd annual Poly Royal Rodeo. Levi's sister Linsay won the women's all-around championship.

see RODEO, page 7

Cal Poly Baseball

Titans prove too strong for Mustangs

► Nation's No. 1 team outscores Cal Poly 41-13 in three-game sweep

By Valerie Angelo
MUSTANG DAILY STAFF WRITER

Cal State Fullerton rocked Baggett Stadium Friday night with an 11-3 victory over the Mustangs.

The Titans, ranked No. 1 nationally, went on to sweep the series with a

By the numbers

► The Mustangs suffered their most lopsided loss in eight years Saturday (26-7).
► Cal Poly right fielder Pat Breen smashed his team-leading ninth home run of season Sunday.

the third-base line. Billy Saul followed with a double to left-center field, placing two Cal Poly runners in scoring position. Second baseman Adam Leavitt grounded out, scoring

the runner from third, and the Mustangs would leave the inning down by a run.

During the second, Cal State Fullerton designated hitter Sergio Pedroza blasted one down the first-base line, allowing one runner to score. Shortstop Justin Smyres followed with a hit into deep left, giving Fullerton two more runs on the scoreboard. Cal Poly's catcher Cory Taillon ended the hitting marathon by throwing out a runner on an attempted steal.

The Mustangs' bats continued to fall short, as Cal Poly did not score again until the fifth inning, when a shortstop error on a Leavitt grounder drove in a run.

Cal State Fullerton, however, managed to score all 11 of its runs by the fifth inning. The inability to stop Fullerton's wrath led to three pitching changes by the Cal Poly coaching staff.

Cal State Fullerton would shut out the Mustangs the rest of the way, taking the first game of the three-game series before winning Saturday and Sunday.



NELS GERHARDT/MUSTANG DAILY

see BASEBALL, page 7

Cal Poly senior Alex Chavarria trots around the bases after belting a home run during the Mustangs' 26-7 loss to the Titans Saturday.

mustang sports

SCORES SCHEDULE STATS TRIVIA

BAR

SCORES

vs. BASEBALL cs fullerton	3	11
vs. BASEBALL cs fullerton	7	26
vs. BASEBALL cs fullerton	3	4
vs. W. TENNIS big west	first place	
vs. MEN'S TENNIS pacific	0	5
vs. TRACK AND FIELD ucsb	107	88

SCHEDULE

vs. BASEBALL uc irvine	fri., may 2, 7 p.m.	@ irvine
vs. BASEBALL uc irvine	sat., may 3, 6 p.m.	@ irvine
vs. BASEBALL uc irvine	sun., may 4, 1 p.m.	@ irvine
vs. SOFTBALL cs fullerton	sat., may 3, 12 p.m.	@ fullerton
vs. SOFTBALL cs fullerton	sat., may 3, 2 p.m.	@ fullerton
vs. SOFTBALL cs fullerton	sun., may 4, 12 p.m.	@ fullerton
vs. TRACK AND FIELD all-comers	fri., may 2	@ stanford
vs. TRACK AND FIELD csun, fresno st.	sun., may 4	@ northridge
vs. W. WATER POLO nationals	sat., may 3	@ wisconsin

STATS

Coming Tomorrow:

Coverage of the Cal Poly women's tennis team's run through the Big West Conference Tournament. On Sunday, the Mustangs became the first tennis team in school history to capture the Big West crown.

TRIVIA

today's question

In the movie "Major League," how many earned runs does Ricky 'Wild Thing' Vaughn (Charlie Sheen) give up in his first big-league outing?

Submit answers to: jljackso@calpoly.edu

Monday's question

What NFL player holds the single-game reception record? How many catches did he have?

Terrell Owens (20)

Congratulations Jordan McCormack, Carlos Hurtado and Bobby Benavidez!!

Sports editor Jacob Jackson can be reached at 756-1796 or jljackso@calpoly.edu.